

REMARKS

Claims 21-57 are pending. No claims have been amended.

Double patenting rejection

Claims 21-57 are rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 1 of U.S. Patent No. 6,282,713. Applicants will submit an appropriate terminal disclaimer when all the claims are in condition for allowance.

Rejections under 35 U.S.C. § 103

Claims 21-57 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S Patent No. 6,496,981 by Wistendahl, et al. (“Wistendahl”) in view of U.S Patent No. 5,285,278 by Holman (“Holman”). Applicants respectfully submit that Wistendahl and Holman, either individually or in combination, do not teach or suggest each and every element of claims 21-57.

Wistendahl discloses converting TV programs, such as home shopping shows, from a conventional video signal format into interactive TV programs. This is done by mapping the products displayed on the TV screen as “hot spots” to allow switching to or overlaying additional information or follow-on options about the product selected by the viewer. Wistendahl further discloses that in case of converting a TV game into an interactive TV game, the available game option buttons (e.g., GO, STOP, PAY RENT, PASS, COLLECT \$200, etc) on the display have a halo around them. The halo of a currently toggled button is highlighted.

With regard to independent claims 21, 36, 45 and 52, Wistendahl does not teach or suggest displaying an advertising mark for the item on a display along with a scene of the broadcasted program. Wistendahl merely discloses providing a halo around the options on the display available to the viewer. The halo around an option is not equivalent to an advertising mark, as claimed, because the halo merely indicates the user’s options on the screen and does not have any association with advertising. Further, selection of the halo around an option does not lead to the display of the received advertising information on the display, as claimed. Thus, Wistendahl does not teach or

suggest each and every limitation of associated independent claims 21, 36, 45 and 52, and Holman does not supply the missing limitations.

Holman discloses an electronic redeemable coupon generating system. Holman discloses that during the presentation of a television commercial, a viewer pushes a VIEW button to view messages associated with the product which is the subject of the commercial. The messages may include coupon offers. Thus, because Holman's coupon offers are not displayed along with the presentation of the television commercial, Holman does not teach or suggest displaying an advertising mark for the item on a display along with a scene of the broadcasted program, as claimed in independent claims 21, 36, 45 and 52.

Accordingly, applicants respectfully submit that independent claims 21, 36, 45 and 52 and associated dependent claims 22-35, 37-44, 46-51 and 53-57 are not rendered obvious by the Wistendahl and Holman combination. Therefore, applicants request the withdrawal of the rejection of claims 21-57 under 35 U.S.C. § 103(a).

SUMMARY

Claims 21-57 are currently pending. In view of the foregoing remarks, Applicants respectfully submit that the pending claims are in condition for allowance. Applicants respectfully request reconsideration of the application and allowance of the pending claims.

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Sue Holloway at (408) 720-8300 x309.

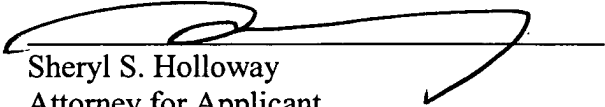
Deposit Account Authorization

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicants hereby request such extension.

Respectfully submitted,

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